

**Subject:** RE: Hollywood Media District - Expansion Map with Zones (Zones A-F)  
**From:** <aaron@urbanplaceconsulting.com>  
**Date:** 10/10/2017 03:21 PM  
**To:** "Lisa Schechter" <lisa@mediadistrict.org>

Do you have a APN or parcel number for them, so I can be sure it's R-3?

On zimas the whole upper half of the block is zoned that way.  
If they were assessed, maybe the City overlooked the zoning at the time.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Re: Hollywood Media District - Expansion Map with Zones (Zones A-F)  
From: Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>  
Date: Tue, October 10, 2017 3:16 pm  
To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Question: Then how is Public Storage located on an r3 lot and for the past 15 years prior to this renewal the BID was charging them.

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038  
(323)860-0025 Direct  
(323)860-0026 Fax

[MediaDistrict.org](http://MediaDistrict.org)

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**From:** Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>  
**Date:** Tuesday, October 10, 2017 at 3:10 PM  
**To:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>  
**Subject:** RE: Hollywood Media District - Expansion Map with Zones (Zones A-F)

Confirmed.

Basically, the lower half of the block, which are the State Parcels, can be assessed.  
The upper half of the block with the X's on the map is zoned R3 and cannot be assessed.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Re: Hollywood Media District - Expansion Map with Zones (Zones A-F)

From: Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

Date: Tue, October 10, 2017 2:47 pm

To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Ok - let me know when you can.

Thank you

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038  
(323)860-0025 Direct  
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**From:** Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

**Date:** Tuesday, October 10, 2017 at 2:04 PM

**To:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

**Cc:** Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>

**Subject:** RE: Hollywood Media District - Expansion Map with Zones (Zones A-F)

Hi,

Got your voicemail too. I just got out of a board meeting.  
I'll double-check the zoning on these parcels and let you know.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Re: Hollywood Media District - Expansion Map with Zones (Zones A-F)

From: Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>  
Date: Tue, October 10, 2017 11:53 am  
To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>  
Cc: Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>

Ok sounds great - I will have it printed out poster size like the last one.  
I have one other question - when looking at the map I notice that  
Public Storage/DMV located at Cole is zoned residential? So strange.  
Let me know (area is Willoughby/Cole)

See you on Friday.

Regards,

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038  
(323)860-0025 Direct  
(323)860-0026 Fax

[MediaDistrict.org](http://MediaDistrict.org)

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**From:** Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>  
**Date:** Tuesday, October 10, 2017 at 11:16 AM  
**To:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>  
**Cc:** Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>, Laurie Goldman  
<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>  
**Subject:** RE: Hollywood Media District - Expansion Map with  
Zones (Zones A-F)

Hi Lisa,

That would be great on the large map!

As long as we have street names on the map, we should be okay with  
just the study area letters.

Thanks,  
Aaron

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Hollywood Media District - Expansion Map with Zones

(Zones

A-F)

From: Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

Date: Tue, October 10, 2017 11:07 am

To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Cc: Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>, Laurie Goldman  
<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>

Dear Aaron:

I will make sure that there will be a large poster size map along with handout maps for this coming Friday October 13th's - Ad Hoc Renewal Committee. One question - do the expansion zones need to be identified - i.e. What is Zone B?

(Paramount/Melrose). Let me know as I will be sending out the map to be printed tomorrow (Wednesday October 11th).

Thank you

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038  
(323)860-0025 Direct  
(323)860-0026 Fax

[MediaDistrict.org](http://MediaDistrict.org)

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**From:** Aaron Aulenta

<[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

**Date:** Monday, October 9, 2017 at 8:18 AM

**To:** Laurie Goldman <[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>, Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>

**Cc:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

**Subject:** RE: Info you requested

No problem, see attached pdf file.

Thanks,  
Aaron

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: RE: Info you requested

From: "Laurie Goldman"

<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>

Date: Mon, October 09, 2017 6:33 am

To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>, "Jim Omahen"  
<[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>  
Cc: "Lisa Schechter" <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

Hi Aaron,

Could you send me the BID map you prepared for Friday's meeting? As discussed, I am assigning board members to reach out the new areas and it would be helpful if each could have a copy of the map.

Many thanks!  
Laurie

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**From:** [aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)  
[<mailto:aaron@urbanplaceconsulting.com>]  
**Sent:** Wednesday, October 04, 2017 12:11 PM  
**To:** Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>  
**Cc:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>;  
Laurie Goldman  
<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>  
**Subject:** RE: Info you requested

Perfect! Yes, please bring the larger map of this for friday meeting.

Thanks,  
Aaron

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Re: Info you requested  
From: Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>  
Date: Wed, October 04, 2017 12:05 pm  
To: <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>  
Cc: Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>, Laurie Goldman  
<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>

Yes and it is attached to this message.

Although, I do not have a copy of the colors legend or the changes that were done/marked upon it. This is the original map for meeting presentation. Shall I bring the marked up

map to our meeting on Friday?

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Jim Omahen, Operations Manager  
Hollywood Media District BID  
1040 N. Las Palmas Ave.  
Hollywood, CA 90038  
Ph 323.860.0088  
[MediaDistrict.org](http://MediaDistrict.org)

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**From:**

<[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

**Date:** Wednesday, October 4, 2017 at 11:28 AM

**To:** Jim Omahen

<[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>

**Subject:** RE: Info you requested

Thanks Jim.

One more ask, do you happen to have a pdf or jpeg of the colored (yellow/green/blue,etc) renewal map?  
It's the one that was both a hand-out and blown up on the wall.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Info you requested

From: Jim Omahen

<[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>

Date: Wed, October 04, 2017 11:12 am

To:

"[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)"

<[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Cc:

"[steve@urbanplaceconsulting.com](mailto:steve@urbanplaceconsulting.com)"

<[steve@urbanplaceconsulting.com](mailto:steve@urbanplaceconsulting.com)>,

Laurie Goldman

<[laurielgoldman@earthlink.net](mailto:laurielgoldman@earthlink.net)>,

Lisa Schechter

<[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>

Aaron, attached to this message are two files as per your request. One is our draft 2018 HMD Budget (Laurie can confirm), and the other is the Excel data spreadsheet done by our

| | | | | | |  
last consultant Ed Henning for the  
BID III renewal.

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Jim Omahen, Operations Manager  
Hollywood Media District BID  
1040 N. Las Palmas Ave.  
Hollywood, CA 90038  
Ph 323.860.0088

[MediaDistrict.org](http://MediaDistrict.org)